

ABSTRACT OF THE DISCLOSURE

90 A method of banking video frames associated with links, includes the steps of associating multiple links with a video frame in a series of video frames, each of the links having information associated therewith, selecting and banking the video frame from among the series of video frames; and selecting and displaying the frame in connection with representations of the links. The method may further include a step of selecting one
95 of the links and displaying the information associated therewith. In one embodiment, the links may be lead ins for an advertisement such as a telescoping advertisement, they may be purchase opportunities, they may be opportunities for coupons, or other interactive activities. An apparatus for performing the method includes a set top box with memory, a processor, and a digital converter for converting digital video images into suitable
100 picture images. The apparatus stores the selected frame either locally or at a network or head-end. Banking frames can be done with a standard remote control using the up, down, left and right arrow keys to navigate the screen, and the select or enter key to perform the storage function, or by adding a key or keys, such as "bank", "click" or "store" to perform the storage function.

105